

Bootcamp digital 2017
UDD

Evolución del pensamiento digital

José Santoruato Tapia

¿Quién?

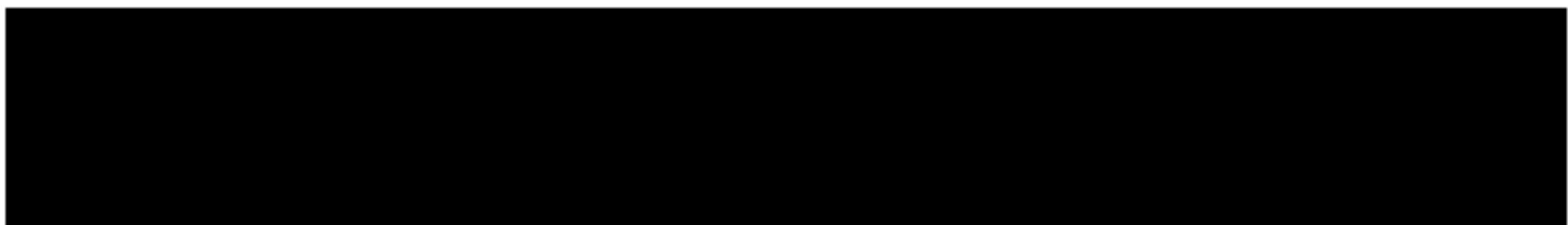
He dedicado los últimos 15 años a trabajar en **innovación, desarrollo de nuevas tecnologías, principalmente HCI, online-offline**. También me he desempeñado en **educación y comunicaciones**(narrativa, creatividad, comunicación digital, CX).

Docente en UCHILE, UCEN, UNAB, UPACÍFICO. Pregrado y postgrado.

Colaboración en proyectos de arte, FONDART, patrimoniales, startups, desarrollo de interfaces lúdicas y sistemas, consultoría digitales.

Estudios

- Magíster Artes Mediales UCHILE
- Diplomado Arquitectura de la información y experiencia de usuario UCEN
- Licenciado en educación UMAYOR
- Profesor de Música UMAYOR
- Ingeniero ejecución informática AIEP
- Pos título MECAD-ESDI Video y audio digital online y offline
- Bachiller Música PUC





Prótesis



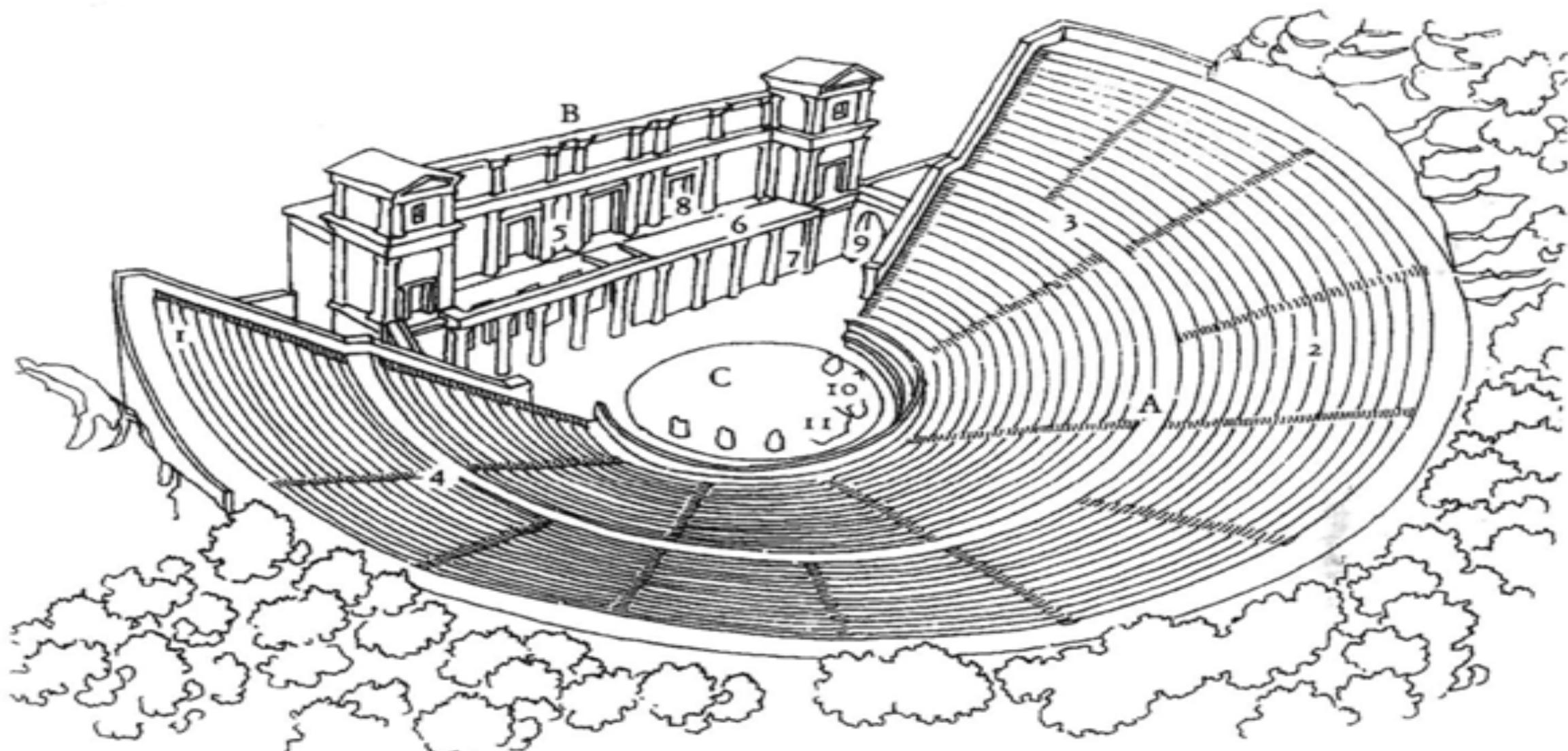
Una **prótesis** es una **extensión artificial** que reemplaza o provee una parte del cuerpo que falta por diversas razones

EXTENSIÓN!

35000+13000



1200-146



A. KOILON (CAVEA)

1. *Analemma*
2. *Kerkis*
3. *Diazoma*
4. *Klimakes*

B. SCENA

5. *Skene*
6. *Proskenion*
7. *Pinax*
8. *Thyromata*

C. ORCHESTRA

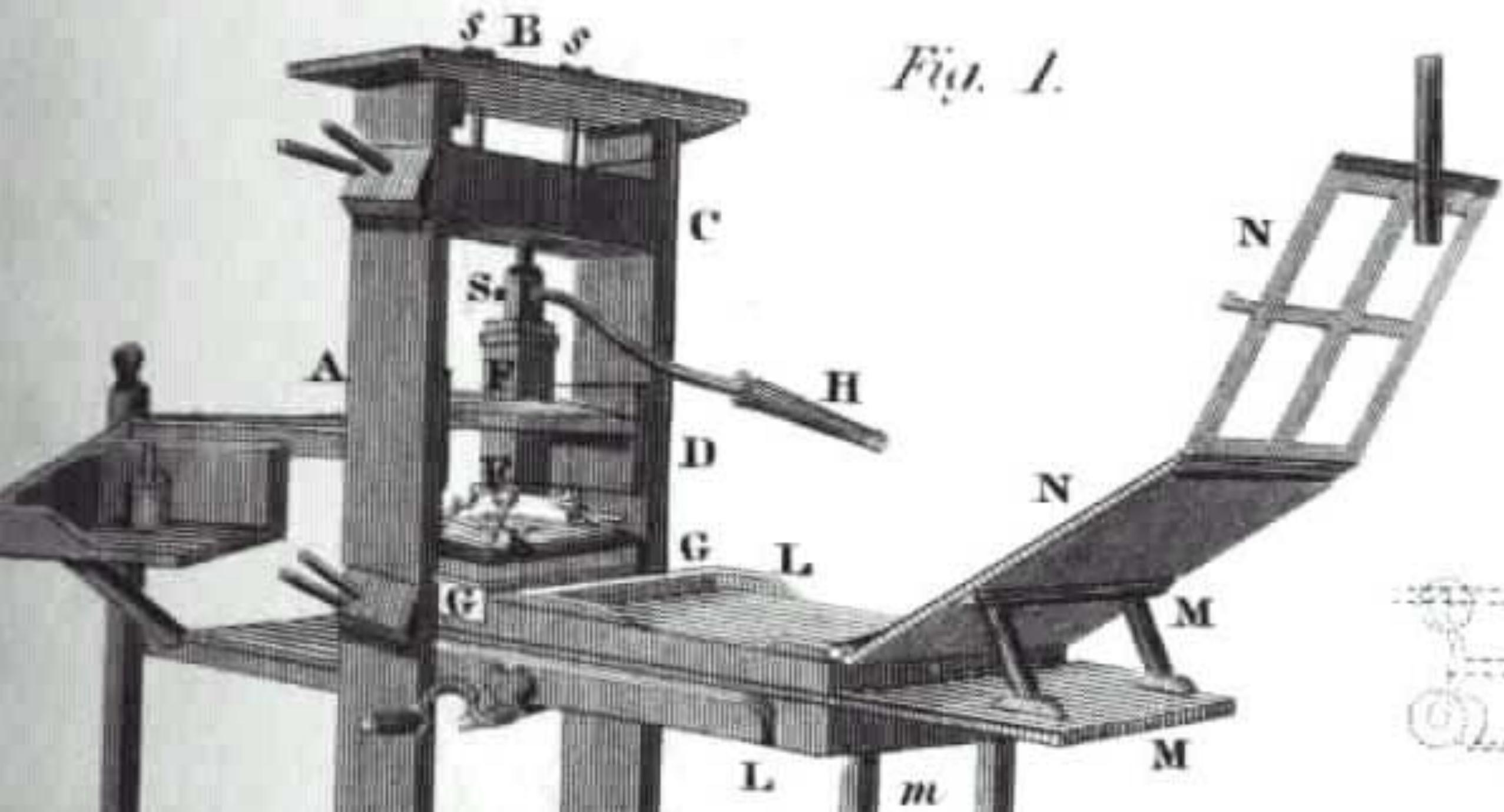
9. *Parodos*
10. *Proedria*
11. *Thymele*

Siglo XII



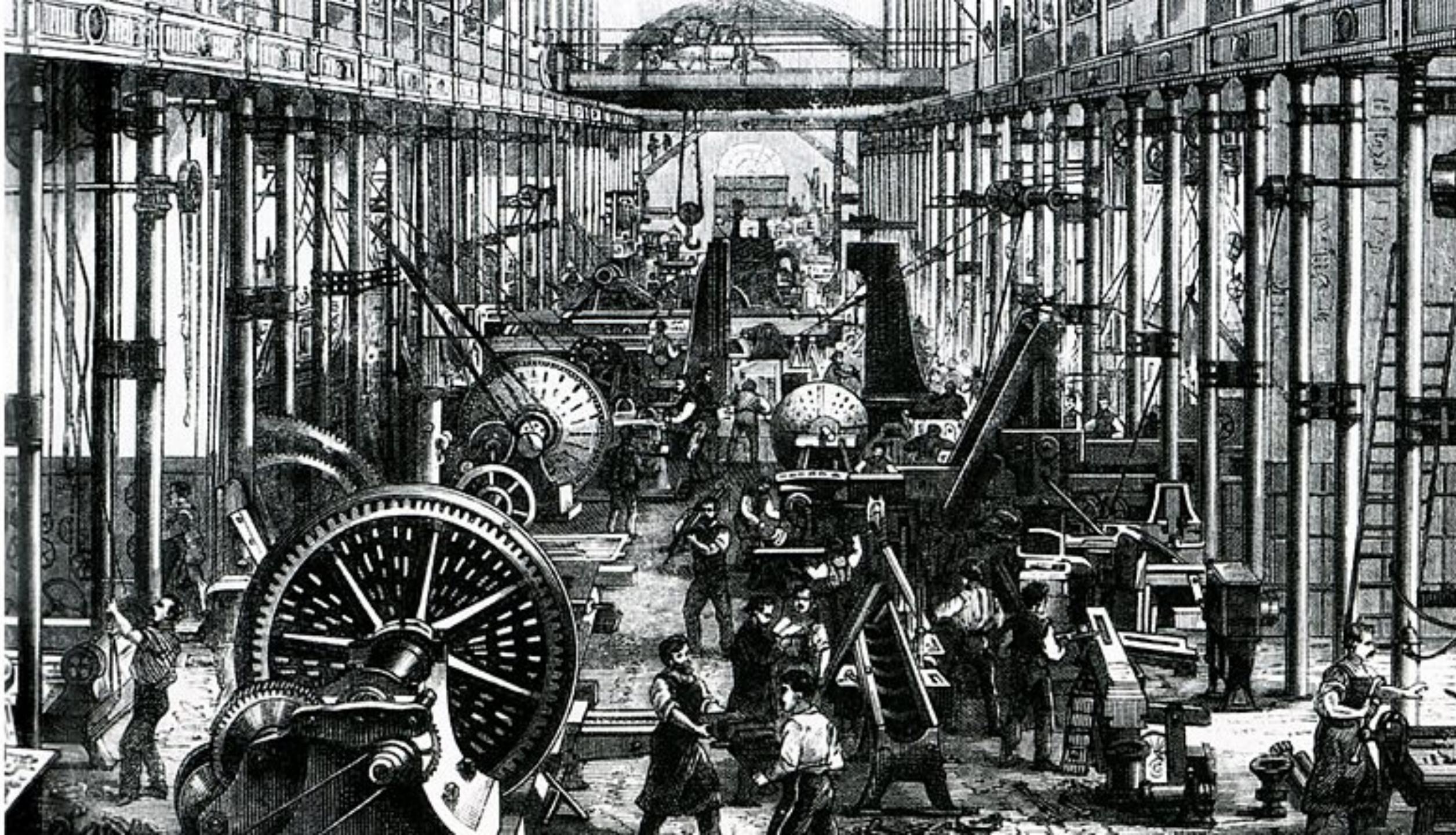
Siglo XV

Fig. 1.



Siglo XVII



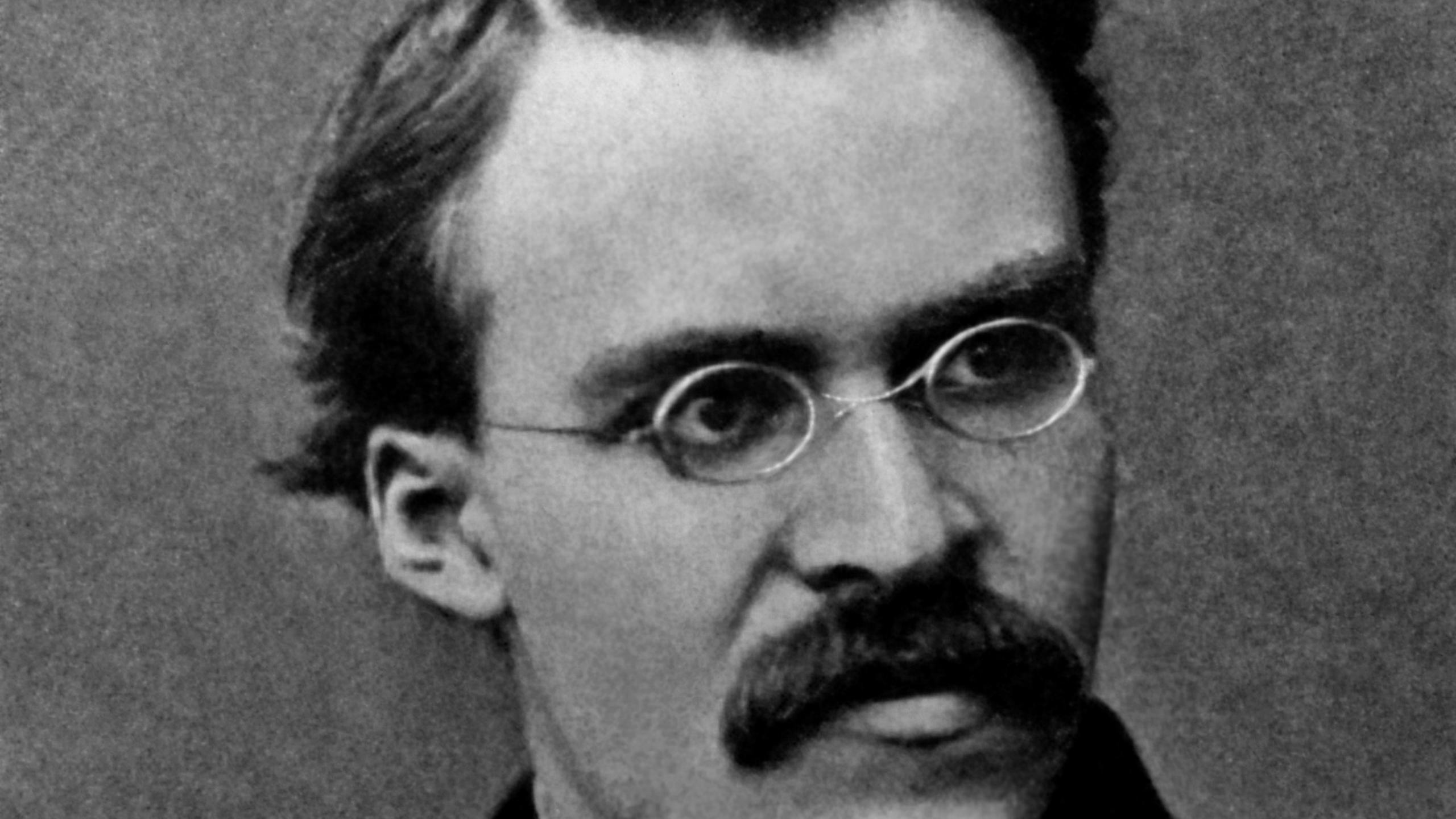


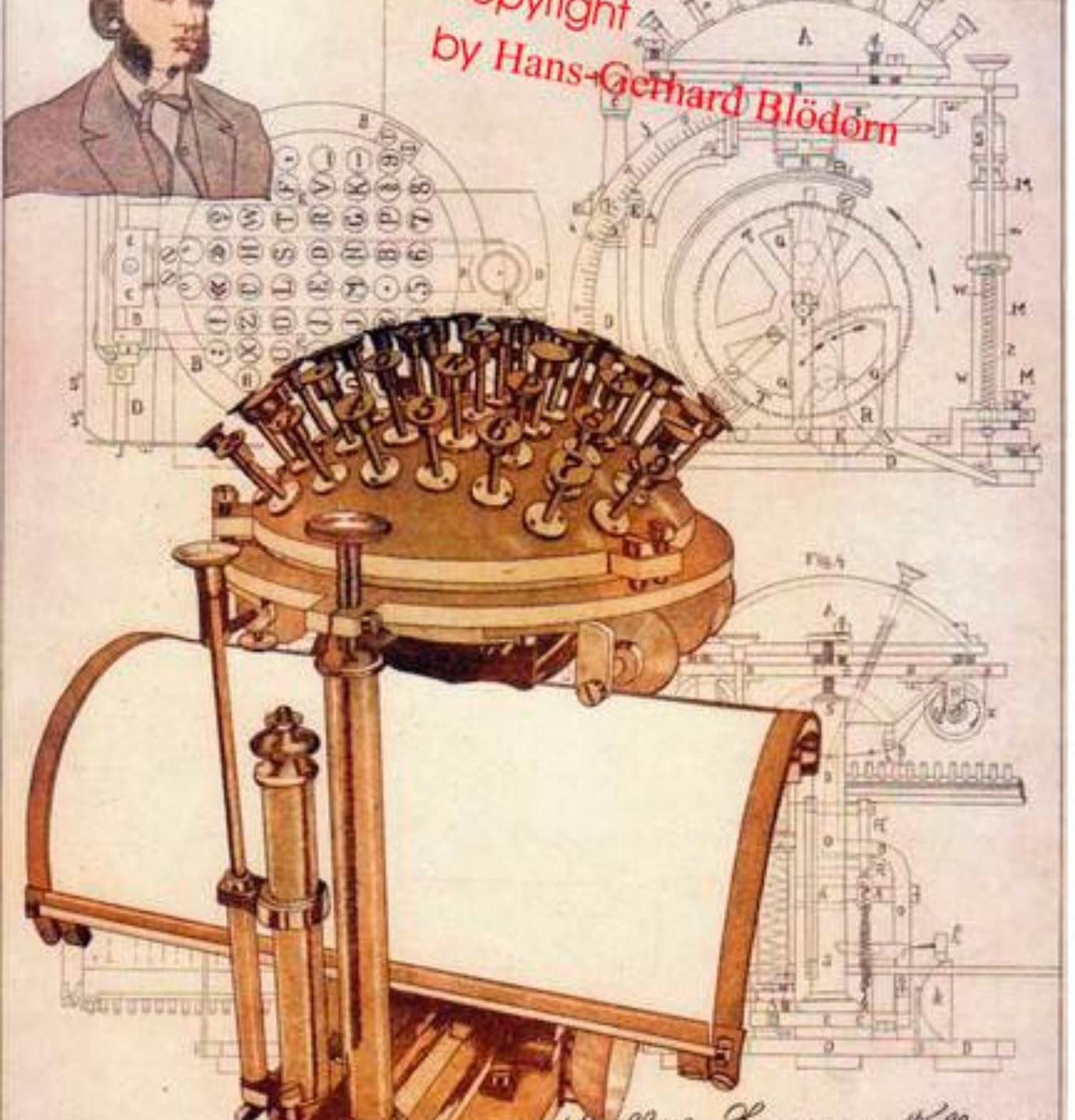
Siglo IXX

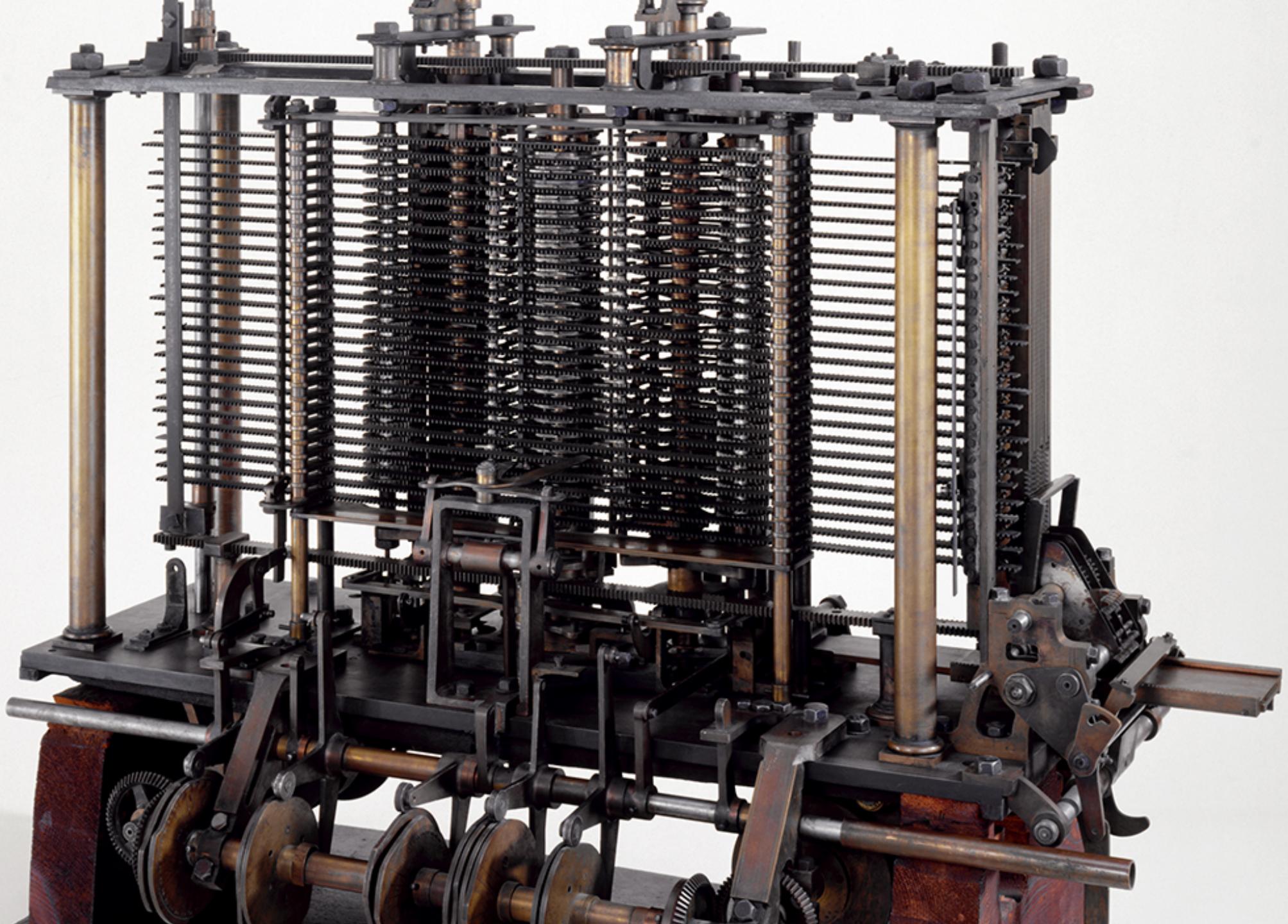


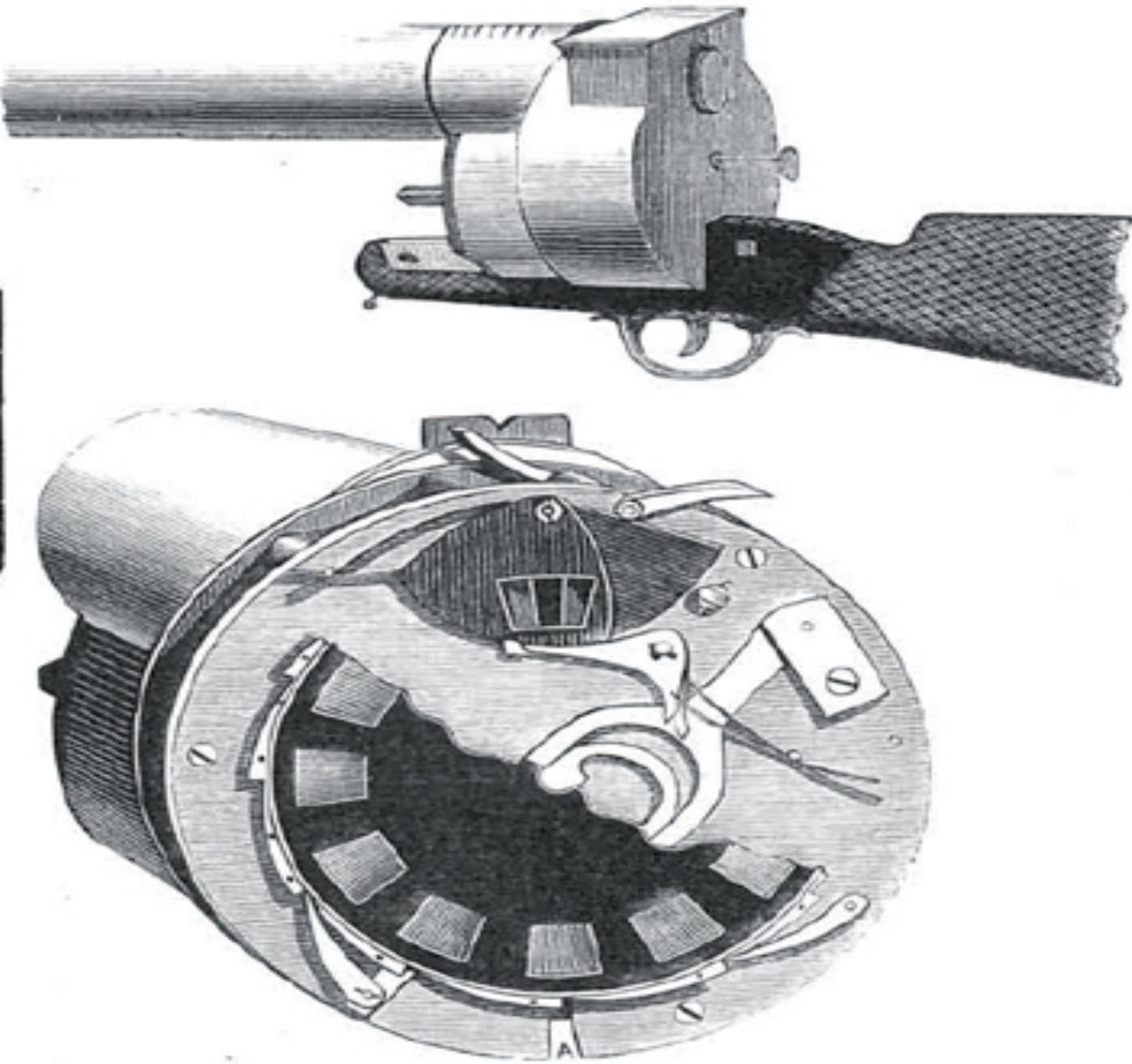
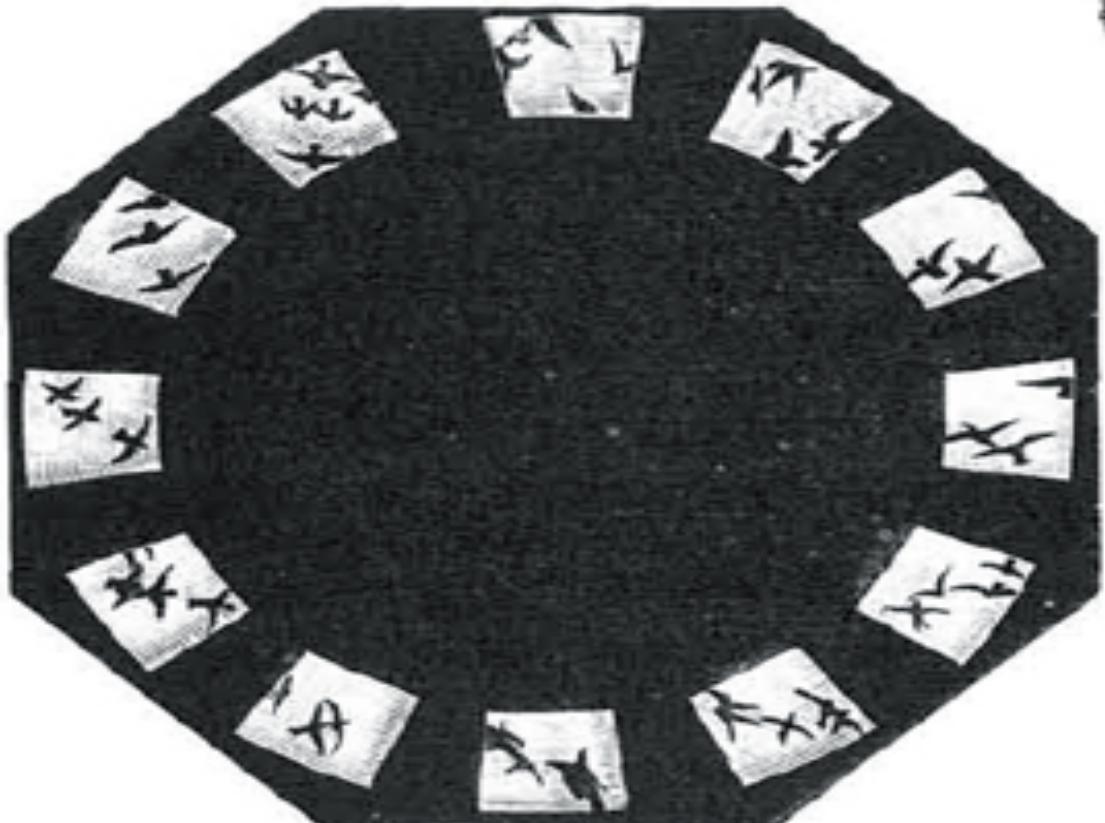














Mass media

Fonografo Edison 1888





-AM RECEIVER



LANCE

BASS — TONE — TREBLE



LOUDNESS



HI-FILTER



MODE



MONITOR



F
E
PHONO
AUX

STEREO



SOURCE

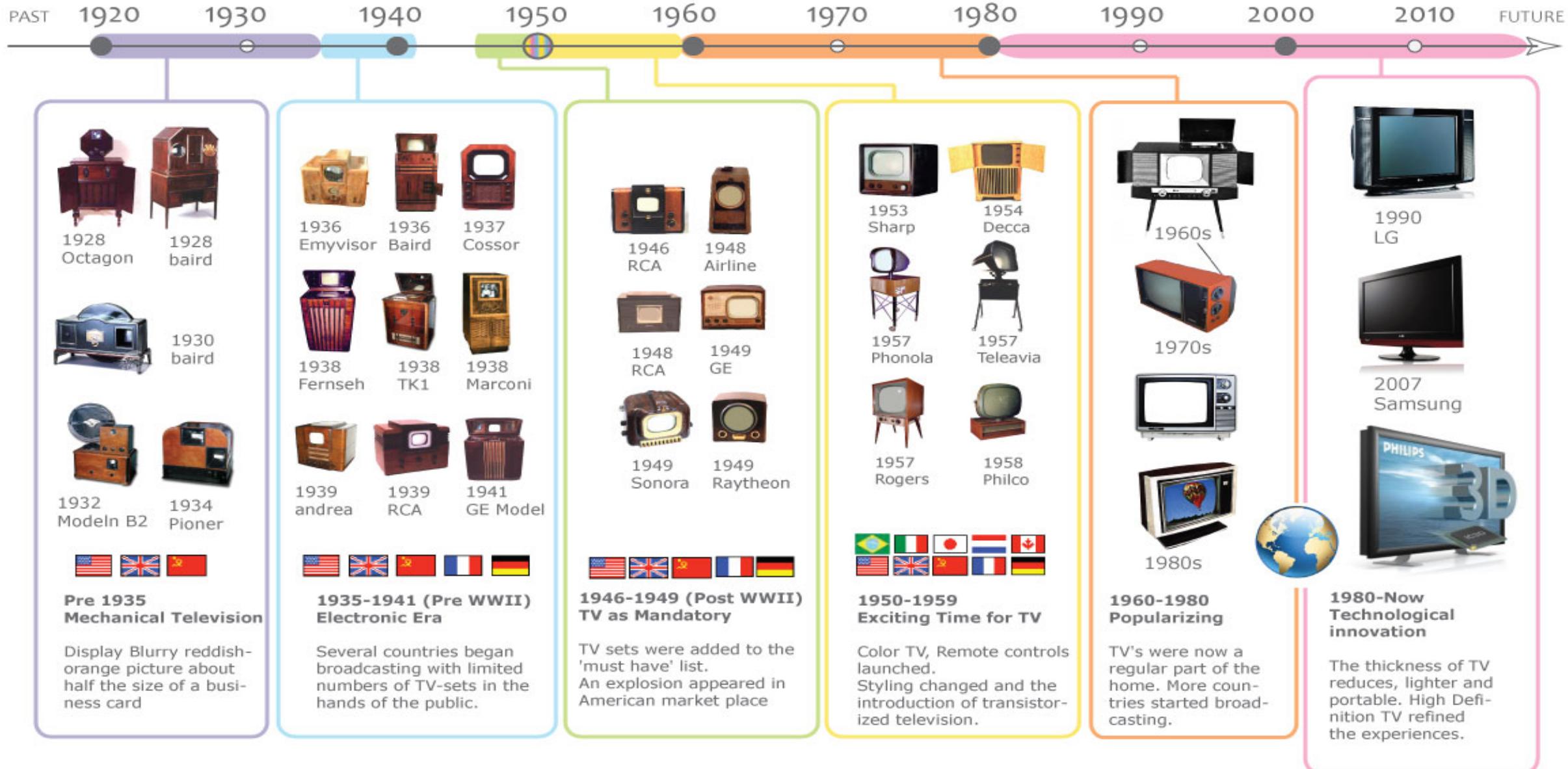
MONO

TAPE

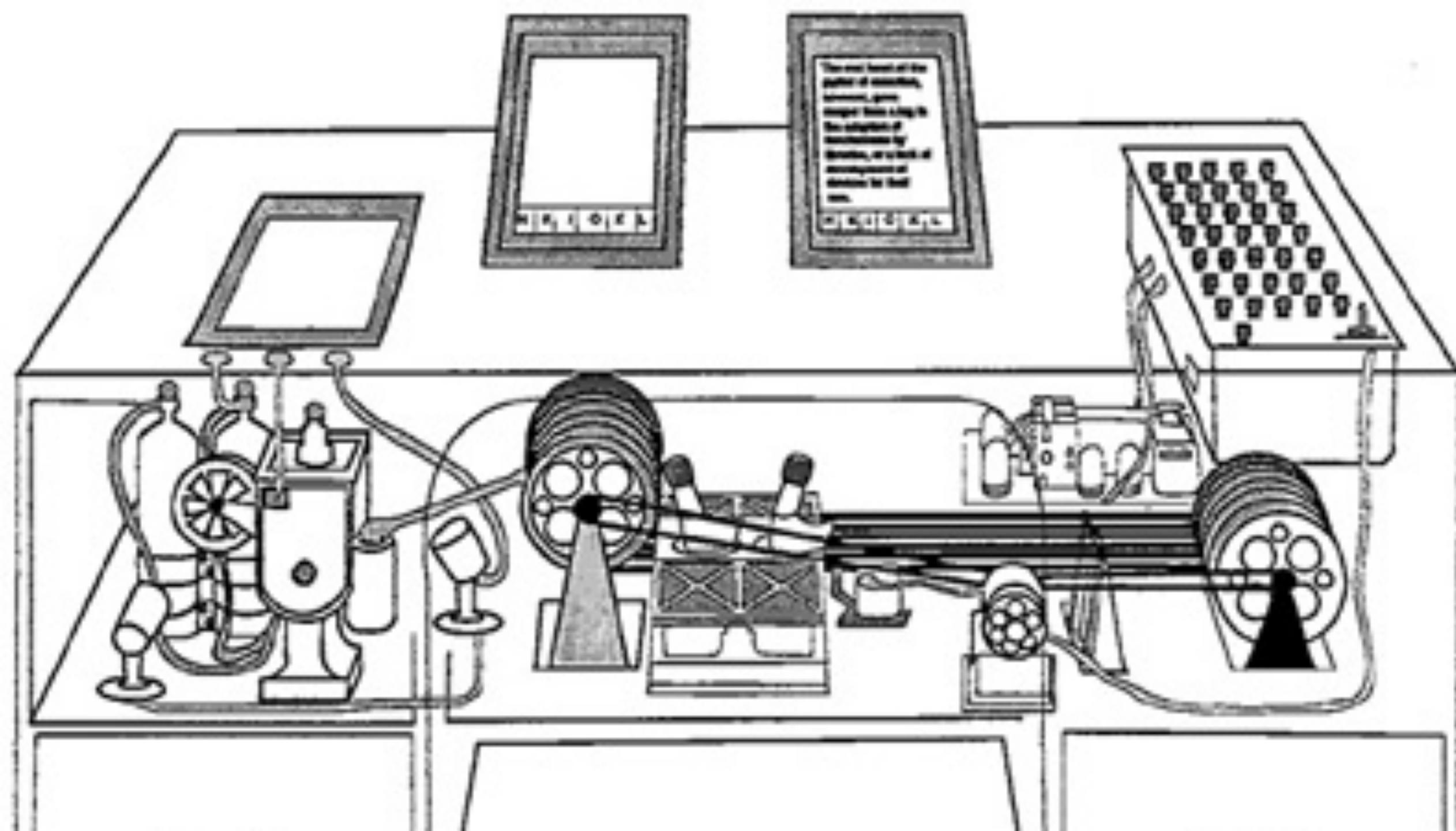




EVOLUTION of TELEVISION



Infomática/internet





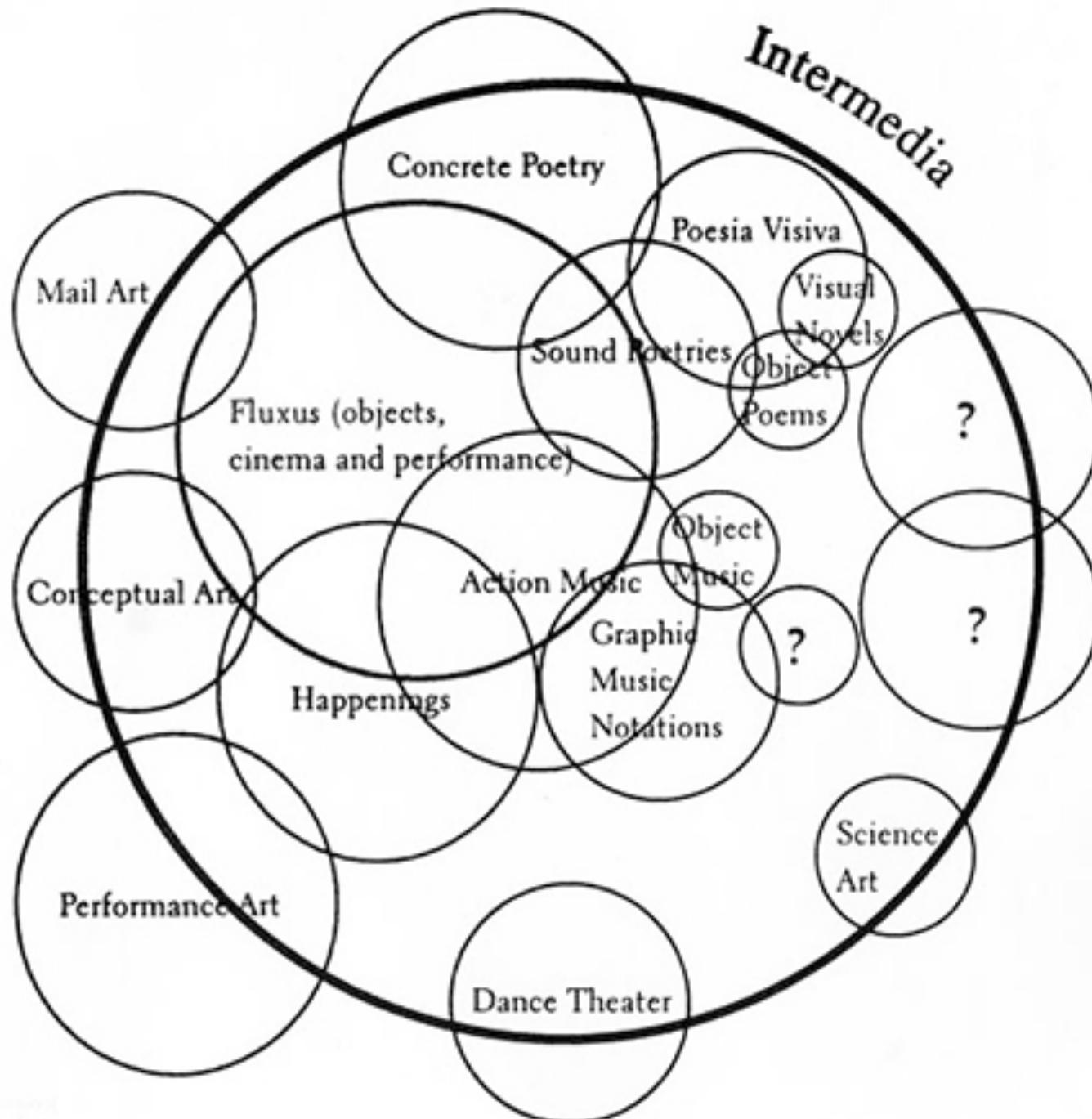
E N A E T W S

Volume 1, No. 2

June 1, 1967

Experiments in Art and Technology, Inc.

9 East 16th Street, N.Y., N





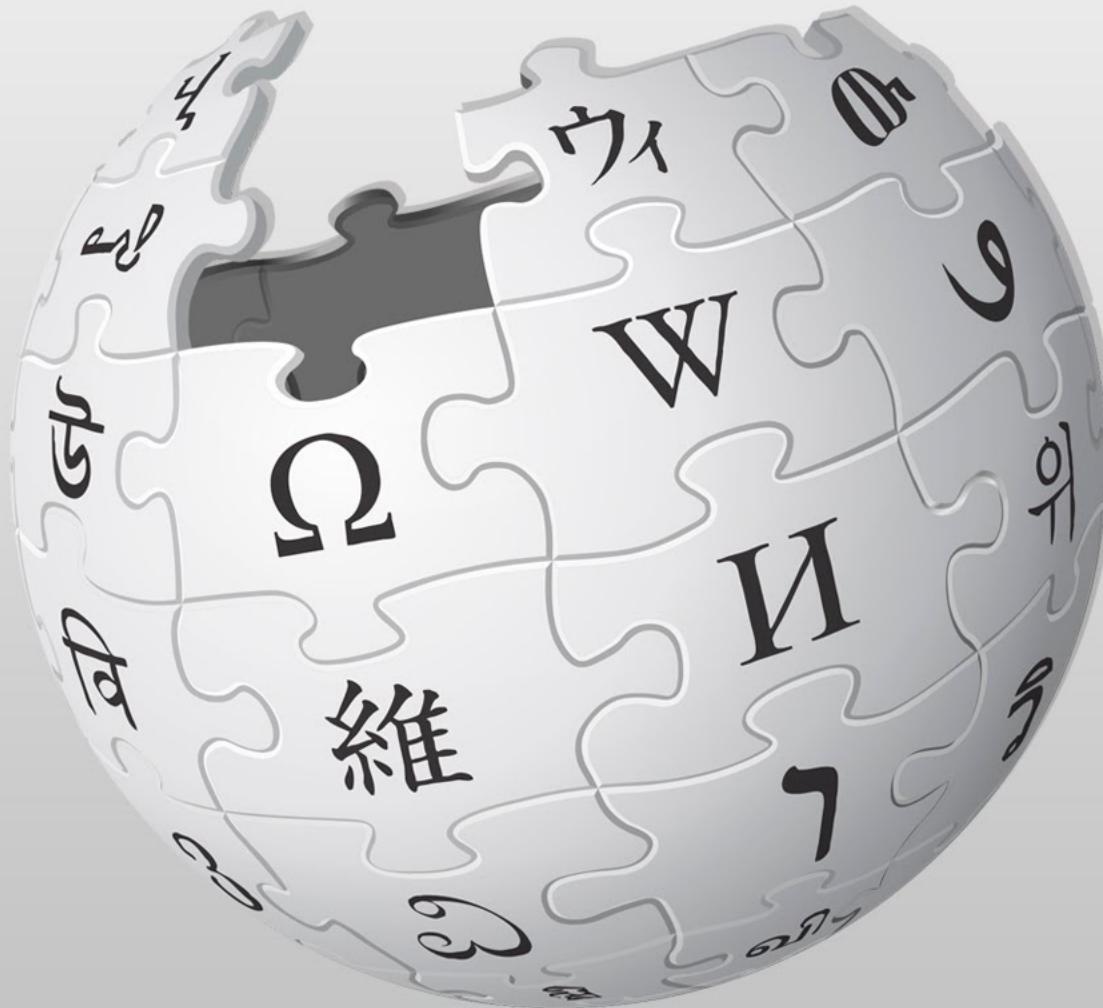






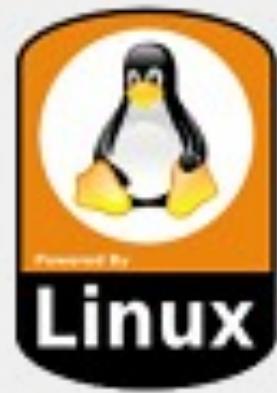
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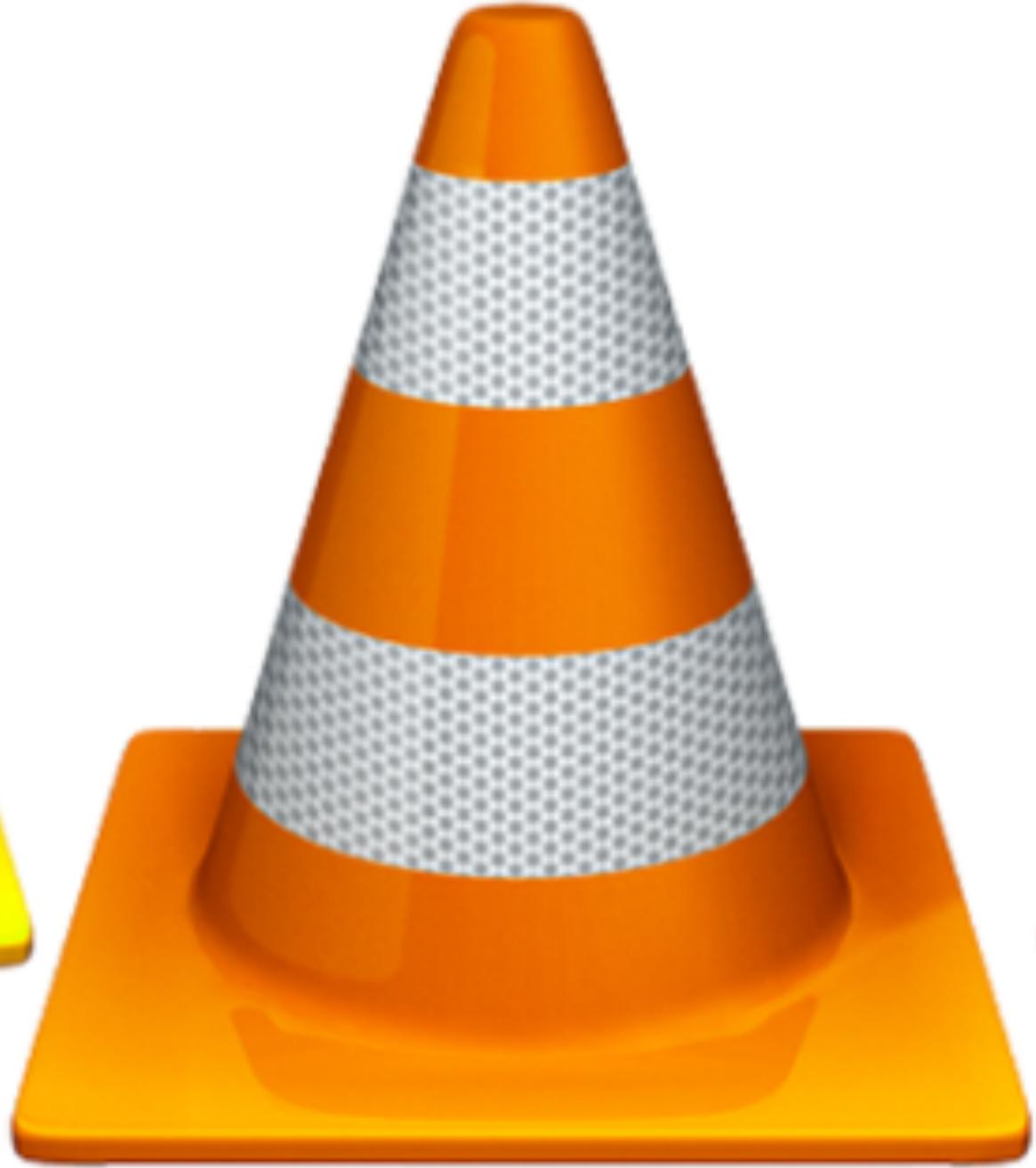




WIKIPEDIA

The Free Encyclopedia





01

ST
PART

*See everything
about Fiat Mio
project.*





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Personal media

OneStep



POLAROID LAND CAMERA





OFF ON



Liquid crystal



CASIO - MINI CARD
ELECTRONIC CALCULATOR
LC-70







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Web



CERN HOME

World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

[What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) , [X11 Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help ?](#)

If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#) , etc.

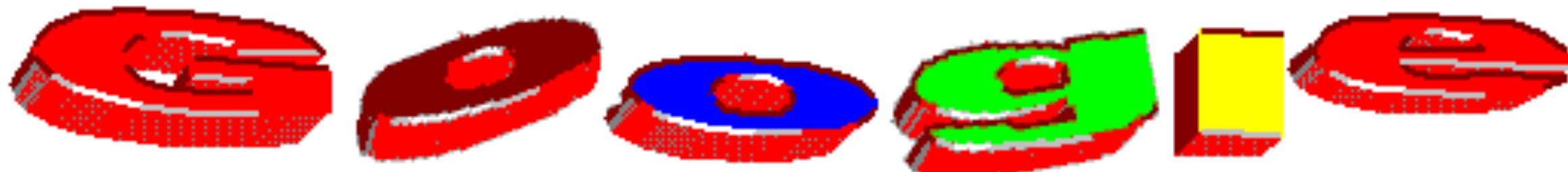
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<html> xmlns="http://
<head>
    <meta name="TITLE"
    <meta http-equiv=
    <meta name="keywords"
    <meta name="description"
    <meta name="Author"
    <meta name="distribution"
    <meta name="copyright"
    <meta name="Content-Type"
```



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clustering on ▾

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10 results ▾

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Search

- <http://www.instantshift.com/2015/12/08/most-ugly-websites/>



icq



- :)

- xD

- ;)



amazon.com



ebay





FOTOLOGTM





ESPERANDO EL GOL DE CHILE



HOLA CHILENOS



¡QUÉ PASÓ SELECCIÓN CHILENA



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PLAY

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amazon.com



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NETFLIX

U B E R



Spotify®



A finales de 2016, Fondeadora dejó de publicar campañas de crowdfunding.

Hoy si quieres publicar una campaña, te invitamos a que conozcas:



Desde Fondeadora, hemos creado una nueva plataforma para causas personales e iniciativas sociales. Si necesitas recaudar fondos para generar impacto positivo en tu entorno, ¡te esperamos ahí!

KICKSTARTER

Kickstarter es la comunidad internacional con la misión de impulsar y dar vida a proyectos creativos. Te invitamos a que seas parte de la comunidad de mentes creativas más importante a nivel mundial.

Gamificación



waze



Lider

Walmart Chile
vivamos mejor

Lider

Express
Grento



Gamified UK

Thoughts on Gamification and More

Gamification noun 1. The use of game design metaphors to create more game-like and engaging experiences.

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WELCOME TO GAMIFIED UK

Gamified UK is my blog all about gamification and a few other things that interest me. My name is Andrzej Marczewski, nice to meet you!

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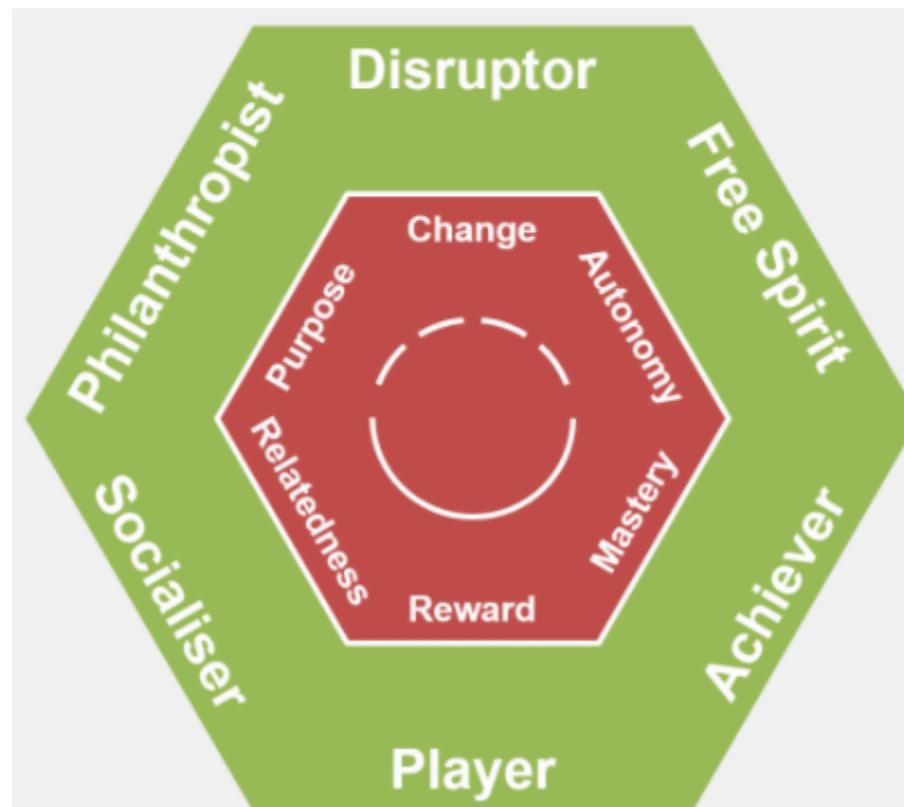
SHOP

NOVEMBER, BRIGHT
MIFICATION FUR



Marczewski's Player and User Types Hexad

In this model, there are six types of users described (at a basic level). There are four basic intrinsic types; Achiever, Socialiser, Philanthropist and Free Spirit. They are motivated by Relatedness, Autonomy, Mastery and Purpose [2][3][4] – RAMP. The other two types, whose motivations are a little less black and white are Disruptor and Player. The images below show the basics.



Free spirits from the Gamification User Types Hexad

Socialisers from the Gamification User Types Hexad

Player types and User Types in Gamification

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GAMIFICATION ON TWITTER

Tweets

Andres Joubert @JoubertAndres
Quarter 2 marks the start of Hogwarts School of Mathcraft! Acceptance letters ready for delivery! #Gamification #gslearning

Test

- <https://gamified.uk/UserTypeTest2016/user-type-test.php?lid=#.WgE8ghOCyCQ>

Edad del contexto

Canal, contexto, contenido,
persona